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**Impact of a targeted direct marketing price promotion intervention (Buywell) on food purchasing behaviour by low income consumers**

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*Published in:*

Journal of Human Nutrition and Dietetics

*DOI:*

[10.1111/jhn.12441](https://doi.org/10.1111/jhn.12441)

*Publication date:*

2017

*Document Version*

Peer reviewed version

[Link to publication in Discovery Research Portal](#)

*Citation for published version (APA):*

Stead, M., MacKintosh, A. M., Findlay, A., Sparks, L., Anderson, A. S., Barton, K., & Eadie, D. (2017). Impact of a targeted direct marketing price promotion intervention (Buywell) on food purchasing behaviour by low income consumers: a randomised controlled trial. *Journal of Human Nutrition and Dietetics*, 30(4), 524-533. <https://doi.org/10.1111/jhn.12441>

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**Table 1: Number of transactions and customers**

<b>Month</b>	<b>Transactions n=</b>	<b>Intervention Customers n=</b>	<b>Control Customers n=</b>	<b>Total Customers n=</b>	<b>Total customers as % of original study sample</b>	<b>Items purchased per customer Mean</b>
<b>2007</b>						
<i>Base:</i>		<i>(37,034)</i>	<i>(16,333)</i>	<i>(53,367)</i>	<i>(53,367)</i>	
March	4,908,066	36924	16232	53156	99.6%	92.33
April	4,397,790	36464	16090	52554	98.4%	83.68
May	4,511,999	35835	15783	51618	96.7%	87.41
June	4,379,735	35377	15648	51025	95.6%	85.84
July	4,255,832	35077	15532	50609	94.8%	84.09
August	4,116,864	34249	15178	49427	92.6%	83.29

Table 2: Profile of intervention customers who purchased promoted milk in intervention month

	Intervention customers n=	(a) % of all intervention customers	(b) % of all intervention customers who purchased the promoted milk in May
<i>Base:</i>		(37,034)	(12,399)
Purchased skimmed/semi-skimmed retailer brand milk in May	12,399	33%	100%
• Continuing customers – purchased before and during promotion	10,072	27%	81%
• Switched from full fat only:	464	1%	4%
- <i>bought skimmed/semi-skimmed AND full fat)</i>	367	1%	3%
- <i>bought skimmed/semi-skimmed only</i>	97	0.3%	1%
• Switched brand	262	1%	2%
• New customers (did not buy any milk from this retail group in April, i.e. pre-intervention)	1601	4%	13%

	(a) Switchers: Full fat only to skimmed/semi		(b) Switchers: Brand		(c) New customers		Total	
<i>Base:</i>	<i>(464)</i>		<i>(262)</i>		<i>(1601)</i>		<i>(2327)</i>	
Retained in:								
June	169	(36%)	136	(52%)	778	(49%)	1,083	(47%)
June and July	102	(22%)	96	(37%)	502	(31%)	700	(30%)
June, July and August	81	(17%)	61	(23%)	348	(22%)	490	(21%)
Base: intervention								